



Exporting a Wisconsin Hardwood Products

International Agribusiness Center

WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION (DATCP)

March 2021

MEET OUR INTERNATIONAL STAFF



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2020 WISCONSIN TOTAL HARDWOOD EXPORTS

Wisconsin ranks **12th** in the export of hardwood.

2020 Hardwood Exports: \$244.27 million

Top Export Markets:

1 – Canada (44.88%)	\$109.63 million
2 – China (29.86%)	\$72.94 million
3 – Japan(4.5%)	\$10.98 million
4 – Vietnam(3.84%)	\$ 9.37 million
5 – United Kingdom (1.88%)	\$4.59 million



WISCONSIN'S LOGS EXPORTS

2020 Log Exports: \$26.60 million

Top Export Markets:

1 – China (77.8%)	\$20.70 million
2 – Vietnam (5.5%)	\$1.47 million
3 – Korea (2.8%)	\$757 thousand
4 – Germany (2.6%)	\$686 thousand
5 – Portugal (2.5%)	\$674 thousand

2020 Lumber Exports: \$82 million

Top Export Markets:

1 – China (60%)	\$48.8 million
2 – Japan (10.7%)	\$8.8 million
3 – Vietnam (8.4%)	\$6.8 million
4 – Canada (5.7%)	\$4.7 million
5 – Australia (2.9%)	\$2.3 million



WISCONSIN'S VENEER EXPORTS

2020 Veneer Exports: \$15.03 million

Top Export Markets:

1 – Canada (76.29%)	\$11.46 million
2 – Spain (14.02%)	\$2.11 million
3 – China (7.88%)	\$1.18 million
4 – Japan (0.75%)	\$113 thousand
5 – Indonesia (0.71%)	\$106 thousand



DEVELOPING AN EXPORT STRATEGY

Our staff can help you assess your company's export readiness



Develop an export plan that includes

- ✓ Realistic objectives and measurable goals
- ✓ A marketing component
- ✓ Action steps for executing export of product
- ✓ Export budget

Find a sample export plan here, <https://www.trade.gov/sample-export-plan>

Also, the Wisconsin Economic Development Center offers ExporTech™, a proven export strategy development program where companies develop a customized export plan.

*See resources page for additional sample export plan resources



IDENTIFY TOP MARKETS FOR COMPETITIVE ADVANTAGE

Accurate, up-to-date market intelligence is essential to identify countries with the most potential for your product(s)



SCREEN POTENTIAL
MARKET OPPORTUNITIES



ASSESS AND SELECT
THE TOP MARKETS



DEVELOP YOUR STRATEGY
AND MARKET ENTRY
PLAN



IDENTIFY MARKET ENTRY REQUIREMENTS

Determine the import requirements for your products as each country has different market entry requirements including import quotas, licensing, labeling and tariffs.

Resources:

- [USDA's Food and Agricultural Import and Regulations Standards Reports \(FAIRS\)](#)
- [Global Agricultural Information Network \(GAIN\)](#)



PLANNING TO EXPORT PLANT PRODUCTS? A PHYTOSANITARY CERTIFICATE (PC) MAY BE REQUIRED

What is a PC?

A certificate issued by the US or State Department of Agriculture certifying to foreign governments that US plants and plant products are free of harmful pests and diseases.

Most countries have restrictions in place to keep unwanted pests out. They attempt to intercept plants, animals, viruses, fungi and bacteria that threaten an agricultural commodity or natural resource. These countries require plant products being imported to be inspected and declared free of pests through an inspection and a Phytosanitary Certificate.

A full list of the phytosanitary certificates can be found in the [How to Obtain Exporting Documents presentation](#) on the DATCP website



APPLYING FOR CERTIFICATION

Phytosanitary Certificate Issuance and Tracking System (PCIT)

The PCIT system automates the issuance of a Phytosanitary Certificate, including collection and tracking of its related information, for an eligible agricultural commodity being exported to foreign countries. PCIT is an award winning interactive, Web-based tool which allows you to quickly create and submit applications for Phytosanitary Certificates for the purpose of inspection and exporting of commodities.

Customers using PCIT can communicate securely over the Internet with county, State, and Federal “Authorized Certification Officials” (ACO), which aids in shipping billions of dollars in products each year.

Use this link to access PCIT: <https://pcit.aphis.usda.gov/pcit/faces/signIn.jsf>



FINDING QUALIFIED FOREIGN BUYERS & HOW TO PREPARE FOR MEETINGS

There are a multitude of avenues to attract and obtain foreign buyers that are fit for your product(s). Consider the following:



- [American Hardwood Export Council \(AHEC\) Trade Show Pavilions and Trade Shows](#)
- [Softwood Export Council Event Calendar](#)
- [USDA International and Domestic Trade Shows](#)
- [International Agribusiness Center Calendar](#)
- [WEDC Global Trade Ventures](#)



FOLLOW-UP WITH BUYERS

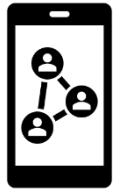
It's important to follow up with buyers. To be successful in developing trade relationships be sure to:

- Correspond quickly after meeting buyer(s)
- Provide information requested (accurate pricing, quoting of products and shipment)
- Provide your contact information (email, phone number, website)
- Follow up on the follow up



FUNDING FOR MARKET PROMOTION TO INCREASE MARKET SHARE

Access Food Export's Branded Program (export funding) that supports U.S. food and agriculture company's international marketing efforts by providing up to 50% cost reimbursement for a wide variety of international activities including:



- International website development
- Social Media advertisement
- Marketing and point-of-sale materials
- Package and label modifications
- Fees for exhibiting at select trade shows
- Freight costs for samples
- And more...

Learn more at <https://foodexport.org/programs-services/increase-market-share/branded-program/>



RESOURCES PAGE

[DATCP International Agribusiness Center](#) – [export certificate guidelines](#)

[American Hardwood Export Council \(AHEC\)](#) – market information, statistics, trade shows
**Requires membership with participation fees for some services.*

[Softwood Export Council](#) – provides information and assistance to agents, importers, designers, and users of these products in other countries

[Global Agricultural Information Network \(GAIN\)](#) – search by country, product and exporter assistance reports. Reports include exporter guide, retail foods, food processing ingredients, HRI and many more



RESOURCES PAGE

[USDA Foreign Agricultural Service \(FAS\)](#) – export data, world market reports, foreign buyer trade leads, import and regulation standards reports

[U.S. Free Trade Agreements \(FTAs\)](#) – current agreements with the U.S., that provide low or duty-free market assess

[International Trade Administration](#) – sample export plans

[Wisconsin Economic Development Center \(WEDC\)](#) – ExporTech™, export strategy development program - Eastern Wisconsin: [ExporTech™ | WMEP Manufacturing Solutions](#)
Western Wisconsin: [ExporTech™ | University of Wisconsin - Stout \(uwstout.edu\)](#)



QUESTIONS?

The International Agribusiness Center Team Is Ready to Help.



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https://datcp.wi.gov/Pages/Growing_WI/InternationalAgribusiness.aspx

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